

# FMLink 2012 Media Planner



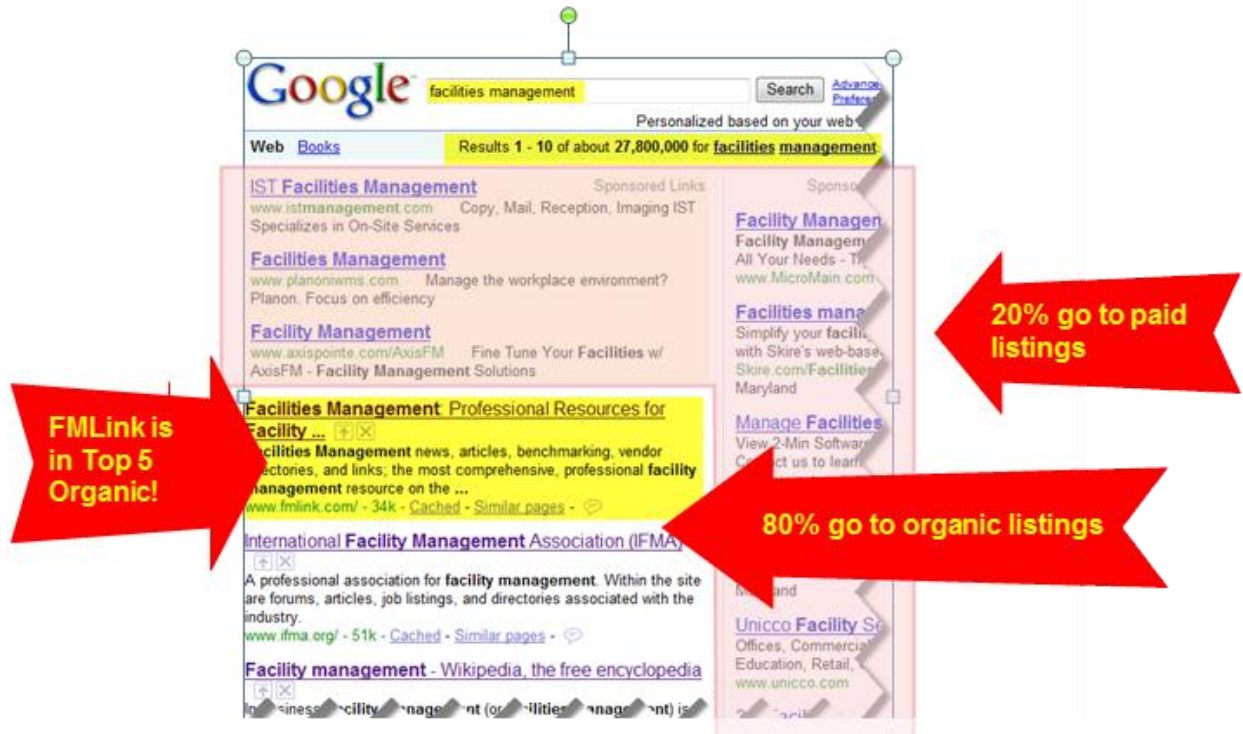
“The most cost effective way to reach facilities managers on the Net”

For those who advertise, FMLink **delivers leads** through a unique blend of *customer education, branding and targeting.*

You tell us how many **impressions** you want.  
You tell us over what **time period.**  
You tell us the topics **where** you want your ad placed.

## FMLink is the best way to reach online FMs

- ◆ FMLink has had over 700,000 unique visitors over the past 12 months. Most find us through the search engines....



- ◆ 80% of those using search engines go to the organic search results, not the paid ones.
- ◆ FMLink is consistently in the *Top Five "organic" search results* when one does a Google search on "facilities management".
  - And #1 when searching on "facilities management news".
- ◆ FMLink's has *proven-effective advertising programs*, and with our **guaranteed impressions** programs, you pay only for traffic that sees you.
- ◆ Over 400 industry Web sites link to FMLink as a resource.

## How does FMLink work?

*This page shows you how it all fits together*

- ◆ Over 17,000 pages of news and featured articles.
- ◆ Best practices, checklists, directories, benchmarking data, magazine articles from other publications, white papers and case studies, and much more.
- ◆ Monthly features written by the experts: BOMI International, GSA, U.S. Green Buildings Council, and more.
- ◆ Weekly e-newsletters, and a social media presence (LinkedIn, Twitter, Facebook).

**Eight Channels help direct visitors to the Topics that interest them.**

**Each Channel and Topic has its own Home Page.**

**Each Channel has 5-15 Topics in it.**

**Don't Miss Out! Sign up for our free weekly e-newsletters and special-topic e-newsletters.**

**Each Home Page is full of recent News, Featured Articles, White Papers and Case Studies, Links, Seminars, Conferences, and nearly everything you need on that Topic.**

**FMLINK is Your Facilities Management Resource on the Internet**

Your Facilities Management Resource on the Internet

Search  Entire Site  GO

FM TOPICS: BUILDING SYSTEMS ▾ FURNISHING & INTERIORS ▾ MAINTENANCE & OPERATIONS ▾ PLANNING ▾ SAFETY & HEALTH ▾ SOFTWARE ▾ SUSTAINABILITY ▾ OTHER ▾

**NEWSLETTERS**

**WHAT'S NEW**

**NEWS & SURVEYS**

- Developments
- Products & Services
- Regulations & Government
- Associations & Organizations
- Contract Awards
- Cost Indexes
- Question of the Month

**FEATURES**

- Magazines
- How To
- Sustainability
- Best Practices
- Benchmarking
- White Papers
- Special Reports

**RESOURCES**

- Organizations
- Links
- MSDS Sheets

**EVENTS & SEMINARS**

- Calendar of Events
- Education & Training

**MARKETPLACE**

- Platinum Sponsors
- FM Directory
- Sustainability Specialists
- Special Offers

**FM FORUM**

**ADVERTISE ON FMLINK**

- Media Planner
- Marketplace
- Directory Sign-up
- Sustainability Specialist Sign-up

**SEND US PRESS RELEASES**

**CONTACT US**

**HOME PAGE**

**Your 365 Days a Year Resource**

**DOWNLOAD FREE PREVIEW HERE**

**Facilities Management Sustainability**

**News and Surveys** February 16

Expansion will make NREL building even more energy efficient

O2 becomes first U.K. mobile operator to retain Carbon Trust Standard

BASF tool facilitates comparison of eco-labels, rating systems

Western, FEMP offer assistance with Renewable Energy Certificates

GSA to transform courthouse into first net-zero historic building, with LEED Platinum goal

RecycleMania competition challenges colleges, universities to recycle

DOE guides help communities adopt solar energy technologies

San Francisco sets energy audit benchmark requirements

GreenBiz.com report: U.S. companies made "bigger, bolder" green commitments in 2010

ASHRAE releases policy recommendations for new Congress more...

**Features** February 15

Save Money and Energy with a Mechanical Insulation Maintenance Program

AFE and the Revolution in Building Operations and Maintenance

Making Your Commercial Facility Part of the Green Movement

Retrocommissioning

Cool Roof Project Te

**Marketplace**

**Platinum Sponsors**

- ARCHIBUS, Inc.
- Coverall Health-Based Cleaning System
- Duro-Last Roofing, Inc.
- FacilityTree
- FM BENCHMARKING
- FM-Systems
- Kimberly Clark Filtration

**Silver Sponsors**

- Drawbase Software
- FBG Service Corporation
- Line Facility Services
- Sanit-Aire Inc.
- Synergis Software
- TRIRIGA
- TruGreen LandCare
- Valo
- VFA

**Directory Sponsors**

- ABM Industries Incorporated
- Advanced Planning Technologies
- Air Link International
- Allclair Industries

**White Papers and Case Studies**

A Balanced Approach to Air Filtration Allows for High Filtration & Energy Efficiency

Chesapeake Energy Saving Millions in Real Estate and Operating Costs with ARCHIBUS

**Events, Education & Webinars**

- Facility Management, Frankfurt am Main, Germany
- Green Cities, Melbourne, Australia
- Ecobuild, London, United Kingdom
- The Cleaning Show, Birmingham, United Kingdom

**Training:**

- American Conference of Governmental Industrial Hygienists (ACGIH)
- APPA Institute (The Association of Higher Education Facilities Officers)

**Links**

- Accessibility
- Construction, Engineering, and Building Products
- Design, Architecture and Landscaping
- Emergency Preparedness and Disaster Recovery
- Energy Management and Sustainability
- Environmental Management and Sustainability
- Ergonomics
- Facilities & Real Property Organizations; Associations
- Government
- Maintenance & Operations, Custodial and Industrial
- Quality Management
- Safety and Health
- Teleworking

**JOIN US ON LinkedIn**

**FOLLOW US ON twitter**

**FIND US ON facebook**

**FMLINK IS NOW SOCIAL...**

NEWSLETTERS

WHAT'S NEW

NEWS & SURVEYS

FEATURES

- Magazines
- How to
- Sustainability
- Best practices
- Benchmarking
- White papers
- Special reports

RESOURCES

EVENTS & SEMINARS

MARKETPLACE

JOB MART

FM FORUM

ADVERTISE ON FMLINK

SEND US PRESS RELEASES

CONTACT US

HOME PAGE

## FMLink Media Planner

FMLink is the most comprehensive and most accessed publication on the Net for facilities managers. Given the consistent Top Five ranking in the search engines (for *facilities management*), it is not surprising that we attracted over 700,000 unique visitors over the past 12 months. With timely news added daily, our e-newsletters have become very popular for people to receive—over 15,000 people have opted in to get our newsletters. There is no charge to access any part of FMLink.

FMLink repeat visitors return *more than once each week*, meaning they're *serious, highly qualified subscribers*. This is further reinforced by the fact that the average stay onsite is over five minutes.

FMLink's approach to advertising is to provide you with a unique variety of programs that blend the benefits of search and display advertising. Because *FMLink already has the targeted facilities management audience for you*, you are that much closer to reaching your potential clients when you advertise on FMLink.

### Free Consulting Services by an FM Industry Expert

Let our FM insider help you pick the best way to reach the online FMs you want, and then show you how to maximize the impact of your ad.

### This Media Planner contains the following information:

- [What Makes FMLink Unique.](#) *Please turn to Page 5.*
- [FMLink Statistics.](#) *Please turn to Page 5.*
- [New Features for Advertisers and Visitors.](#) *Please turn to Page 6.*
- [FMLink Demographics.](#) *Please turn to Page 7.*
- [Testimonials from FMLink's Advertisers.](#) *Please turn to Page 8*
- [Summary of FMLink Advertising Programs.](#) *Please turn to Page 9.*
- [FMLink Advertising Programs \(detailed\).](#) *Please turn to Page 10.*
- [Questions and Answers.](#) *Please turn to Page 14.*
- [How Can I "Advertise" for Free on FMLink?](#) *Please turn to Page 14 (see Box).*
- [Examples of FMLink's Mini-Page Program.](#) *Please turn to Page 17.*
- [FMLink Vision Statement.](#) *Please turn to Page 19.*

## What Makes FMLink Unique

Each bullet below describes how FMLink is unique in the facilities management online publishing world. *Few publications can claim even one of these special qualities.*

- *FMLink has over 17,000 pages of easy-to-find timely content*; the News stories usually are reported within a day of their occurrence. So FMs come to FMLink first and more often.
- *FMLink is more than just a news daily*—it also publishes feature articles from field experts each month along with articles from nine other leading FM-related publications. The experts contribute exclusive content to FMLink, and are from BOMI International, the U.S. Green Building Council (USGBC), the U.S. General Services Administration (GSA), FM BENCHMARKING (a leading global benchmarking firm), and several leading sustainability organizations.
- *FMLink supplements its content by a series of e-newsletters*, each focusing on a variety of FM topics.
- *FMLink was designed originally as an online publication and has remained online since 1995*. We provide FMs with concise, actionable advice that maintains their interest.
- *FMLink requires registration* for people to receive our e-newsletters—registration to access FMLink is not required. (Please see [FMLink Demographics](#) on Page 7.)

### FMLink Statistics

#### Visitors

- Over 700,000 unique visitors in 2011.
- Over one million total visits in 2011.
- Over 700,000 page views per month (average).
- Repeat visitors come back more than once each week.
- The average visit is over five minutes.

#### Search Engines and FMLink Content

- FMLink is in the *top five search results among leading search engines*, when doing a search on "facilities management" or "facility management" (out of more than 43 million search results).
- FMLink is consistently #1 when doing a search on "facilities management news".
- FMLink has more than 17,000 pages of content, not including its directories.

#### Subscriptions

- Between 15- and 20,000 people have signed up for some or all of our six e-newsletter offerings.
- FMLink also maintains a list that it rents out, with over 15,000 opt-in names on it; each address is verified monthly for accuracy.

*Please see [FMLink Demographics](#) for information about our visitors.*

## New Features for Advertisers and Visitors

### FMLink is now Topic-centric

After conducting research about visitors' behavior on FMLink, we determined that most visitors prefer to focus on individual FM topics of interest. So we have reorganized FMLink's content to be accessed by Topic (new top orange menu bar), in addition to our traditional category-oriented left green menu bar.

So if you are an advertiser that wants to target visitors interested in a specific FM Channel, such as those appearing on the orange Channel bar at the top of these Planner pages, you now may do it, not only on our site, but in our newsletters as well!

There are eight Channels and over fifty Topics in those Channels. Each Channel and Topic has its own Home Page, filled with recent news stories, featured articles, event calendars, white papers, case studies, companies from our Directory—all relating to that Channel or Topic.

### Highlights—New features!

1. FMLink and its ads are now Topic-centric.
2. No more than two ads per page.
3. Impressions are guaranteed.
4. Pay for only the impressions you receive.
5. You schedule when and where you get the impressions.

### Summary of recent key enhancements to advertising programs

1. All content and directories may be found through Channels and Topics within each Channel, representing *a totally targeted audience for the advertiser*.
2. Each Channel and Topic has its own "Home Pages."
3. Each accessed News story and Featured Article identifies three-to-four others that we think a visitor will want to read, thereby increasing interest in FMLink.
4. Advertising is offered by Channel, if the advertiser prefers to target that Channel.
5. Five Channels and Topics generate their own e-newsletters that visitors may request, nicely complementing on-site advertising.
6. Advertising may be geo-targeted.
7. All banner ads are offered with guaranteed impressions (we believe that this is a first in the FM arena).
8. Advertisers will pay for only the traffic that sees their banners (CPM versus calendar-term banners).
9. Advertisers may saturate FMLink for brief periods of time through banners; these are ideal when there is a new product or service announcement. These may be complemented by an e-mail blast and sponsorship of a topic-centric e-newsletter.
10. There are no more than two advertisements per page, and both will be "above the fold."

## FMLink Demographics

Note: All data in this Media Planner are compiled through the statistical analysis software, Web Trends.

- *More new visitors per month.* Most new visitors come from the search engines (where FMLink always has a Top 5 ranking); most others come from other FM-related Web sites and from conferences where FMLink is a Media Sponsor.
- As of December 2011, 44% of FMLink's registered subscribers are in-house FMs, and 22% were outsourced FMs who offer FM services back to in-house facilities management staffs. This reflects the global trend toward outsourcing the FM function.
- The vast majority (60%) of FMLink's in-house subscribers are in corporate positions (versus specialists, maintenance staff, designers, etc.). This, combined with feedback from our advertisers, supports our belief that most in-house FMLink subscribers are either those who make decisions or those on whom the decision makers tend to rely most (the "influencers").
- 46% of the in-house facilities managers using FMLink are responsible for over 250,000 sq. ft. each, and 27% manage over one million sq. ft. each.
- 60% of in-house facilities managers using FMLink manage office facilities; the next largest sectors (both under 10% each) are those managing academic and medical facilities, followed by data centers.
- More in-house subscribers work for financial and insurance companies than any other type; these are followed by government, then manufacturing, property management and academic institutions and medical facilities.
- 75% of FMLink's 2011 visits were from the United States, and 3% were from each the UK and Australia, followed by Canada at 2%. All others were less than 2% and represent 196 countries.

### Targeted Advertising

Now you can target only those facilities managers you wish to attract. Have your ad seen only by those who are looking up information about sustainability, or software, or building systems, or whatever Topic you decide. Or target just those from New York; or those looking only at News stories or Featured Articles.

## Testimonials from FMLink's Advertisers

Since 1999, FMLink's mini-page and e-mail programs have been a great way for FM:Systems to reach a high quality list of facility professionals. FMLink is a key part of our awareness and lead generation programs. Also, it's a great value—we've found that the cost per lead from our FMLink campaigns is lower than that of other tactics such as tradeshow or direct mail.

*Marty Chobot*  
*former Vice President of Marketing*  
*FM:Systems*

FMLink has been an important part of our marketing to facility managers since 2000. Our mini-page on FMLink continues to drive traffic to our website and is typically one of the top 5 referrers to our site. Our products are in a category that is not often purchased by facility managers so having our mini-page on FMLink helps us connect with them when they are in the market for outdoor furnishings and accessories.

*Janis Etcorn*  
*Marketing Manager*  
*Landscape Forms*

Since we started our campaign with FMLink, not only have we had the highest referral generation from our banner ad, and the least Cost-Per-Lead, but more importantly to us, they are qualified leads. We want people who are dedicated to their field—leads from FMLink are people who care about keeping current—people who are serious about adding value to themselves as professionals. FMLink is target marketing at its best, plus the best bang for the buck.

*Megan J. Lochte*  
*former Marketing and Communications Director*  
*BOMI International*

**FMLink has programs that replicate what you do elsewhere to attract customers!**

1. Exhibiting at trade shows.
2. Presenting seminars at trade shows.
3. Advertising in journals.
4. Presenting case studies.
5. Publishing white papers
6. Being found through the search engines.
7. Directory listings.

*Call or e-mail us to ask how we replicate these programs!*

## Summary of FMLink Advertising Programs

FMLink Program	Purpose	Custom Targeting	Guaranteed Impressions	Cost Basis
Banners	Brand building Traffic driving	Yes	Yes	CPM
Mini-Page	Traffic driving Customer education Custom landing pages	Yes	No	Calendar term
White Papers, Case Studies	Traffic driving Customer education Leads generation	Yes	No	CPM or Calendar term
Webinar Promotions	Traffic driving Leads generation	Yes	No	Calendar term
New Product or Service Promotions	Get instant attention Traffic driving	Yes	Yes	CPM
Sustainability Directory	Traffic driving	No	No	Calendar term
Marketplace, Topic Sponsorship	Traffic driving	Yes	No	Calendar term
E-mail List Rental	Traffic driving Customer education	Some	Yes	Per mailing
e-Newsletter Sponsorship	Traffic driving	Yes	Yes	Per newsletter
Survey Sponsorship	Information gathering Brand building	No	No	Per survey

## FMLink Advertising Programs

If you have not done so yet, we strongly recommend that you schedule a **guided tour** through FMLink via a brief phone call. We'll quickly show you examples of the interactive nature of our programs, as well as of other advertisers who may relate to your industry. We'll also demonstrate how our visitors use our site, which will help you determine the best placement for your ad program. Because we have such a wide variety of programs, we can help you customize the perfect mix to satisfy your objectives.

### On-Site Advertising Programs

#### ◆ Banner Sponsorships

FMLink offers both a large Leaderboard as well as a Medium Rectangle banner size. The Leaderboard is on the top of the page and the Rectangle is just above the fold, so they both are visible when someone opens the page.

- *Very targeted* banner placement: Site-wide, by Channel or Topic, by Section (e.g., News, Features, Marketplace), by Geo-Region, or FMLink Home Page.
- No more than two banners per page (don't be fooled by those who offer a low CPM rate, and then you find that you are competing with many other banners on the same page!).
- Guaranteed Impressions; CPM billing.
- Comes with Gold Directory Listing.
- Linked company name *appears on all FMLink content pages* related to type of product or service offered; lead appears just under Platinum listings.

*Option:* Short-term exclusives (road blocks), an ideal way to announce a new product.

#### ◆ Banner Saturation Program

*The best way to let FMs know about your latest product and service announcements.*

- Run a banner on 75% of FMLink's pages for one week.

#### ◆ Mini-page (micro-site)

*The greatest number of high-quality leads, blended with customer education.*

You post a custom Web page on FMLink, complete with as many graphics and links as you want; we'll promote the page prominently, to ensure that you get a lot of traffic.

- Typically, half of the visitors coming to these pages click through to the advertiser's site; because the visitor has already read a lot about your company, the lead is very qualified.
- With multiple links, the mini-page will drive traffic to the deep content pages of your site.
- Comes with Platinum Listing.
- Linked company name *appears on all FMLink content pages* related to type of product or service offered; name appears ahead of all non-Platinum listings.
- Each word on the mini-page is tied into FMLink's search engines.
- No additional charge for banner ads with your logo throughout FMLink, pointing to FMLink's Featured Products page.

*Example:* [Exterior furniture from Landscape Forms](#)

#### ◆ White Papers and Case Studies

*Great for customer education, credibility and branding!*

Paper is tied into FMLink search engines.

Paper is promoted on FMLink Home Page, What's New Page, e-newsletter.

The link to the paper is on the following FMLink pages:

- Special Section of "Home Page" of each relevant Channel or Topic, giving your paper very targeted visitors.
- Randomly included in News and Featured stories of all such Home Pages

*Example:* [New England Patriots save energy through Excel Dryer](#)

## E-Mails and Newsletter Sponsorships

### ◆ Newsletter Sponsorships

*This sponsorship is excellent either as a stand-alone vehicle or in conjunction with a topic-centric banner on the FMLink site.*

- You may place a Leaderboard and/or Medium Rectangle above the fold in a newsletter.
- Both ad-types link to your Web site.
- Newsletter is opt-in (people must request it to get it).
- Two types of newsletters:
  - a) General weekly e-newsletter (covers all topics on FMLink).
  - b) Topic-oriented monthly e-newsletter:
    - Energy Management
    - Furnishings & Interiors
    - Maintenance & Operations
    - Software
    - Sustainability
- No more than two advertisers per newsletter.
- FMLink newsletters have traditionally been very well read, with site traffic spiking 30% for the three business days following the newsletter's delivery.

### ◆ E-mail List Rental

*Send a compelling HTML mailing to FMLink subscribers.*

- E-mail list is opt-in.
- FMLink verifies the accuracy of all addresses on the list a minimum of once per month.
- No recipient will receive more than one such mailing a week.
- Mail comes from "FMLink," which is well trusted by recipients.
- Lists are very targeted.
- FMLink was named an e-mail "All Star" by Constant Contact (see box for what this means).

### FMLink Named an "E-Mail All Star"

FMLink was named a 2009 All-Star by its award-winning e-mail Marketing Service, Constant Contact, an honor bestowed on less than 15% of its 250,000 clients.

#### All Stars:

- Average a bounce rate of less than 25%.
- Average an open rate of more than 15%.
- Receive no compliance complaints or inquiries.
- Have used Constant Contact for at least two years.

***That is why most of those who rent FMLink's e-mail list rent it multiple times.***

*We encourage you to list your company in our free Marketplace Directory. See the [how to do this](#) below.*

## More On-Site Advertising Programs

### ◆ Topic Sponsorship

*A very inexpensive way to get your company name listed on all FMLink pages related to its business.*

Your clickable company name and logo appear at least one-third of the time on the right margin of each related FMLink page (in the Directory Listings).

- The logo is the only one to appear in the Directory Listings.
- It links to your full Directory listing, which has a link to your Web site.
- The logo appears on at least one-third of FMLink's content pages related to type of product or service offered.

### ◆ Sustainability Directory Enhancement

*The best way to get your sustainability message across to those who want to hear it.*

- Get your logo to appear above your listing.
- Your listing appears ahead of all the regular listings.
- Your listing links to your Web site.
- You get a special, dedicated page where you may describe your sustainability initiatives in substantial detail.
- All content on the dedicated page is tied into FMLink's search engine.

### ◆ Silver Directory Sponsorship

*Be listed ahead of all the free sponsors in FMLink's Marketplace Directory*

- Your Company Name appears on all FMLink content pages related to type of product or service offered.
- Your logo appears in front of your listing in FMLink's Marketplace Directory.

## Survey Sponsorship or Market Survey

### ◆ Survey Sponsorships; Market Surveys

Sponsor an *industry-wide survey*, conducted through FMLink's highly customizable online survey mechanism. Or run your own private, *confidential market survey*. Either way, FMLink markets the survey, ensuring the highest possible number of responses. We'll even collate the results.

*Example of survey results:*

[http://www.fmlink.com/Surveys/EnergySavingsSurvey\\_2008/EnergySavingsSurveyResults.htm](http://www.fmlink.com/Surveys/EnergySavingsSurvey_2008/EnergySavingsSurveyResults.htm)

## Popular Packages

These packages are specially formulated to offer you the best combinations and pricing available on FMLink. They take advantage of the way different FMLink advertising programs complement each other, making the whole greater than the sum of the parts. The end result is a comprehensive, multi-faceted approach for you to reach a very targeted group of potential clients.

### ◆ **Banner + Mini-Page**

*This is a combination of two of FMLink's most popular programs, which work together particularly well—each serves a different but complementary purpose.*

### ◆ **Mini-Page + White Paper / Case Study**

*Some visitors go right to the ads (mini-page), while others go to the scholarly papers (white papers and case studies). This frequently done combination will attract both types of visitor.*

### ◆ **Site Saturation Package**

*An ideal way to ensure that just the right audience for you will learn about your big news*

- Designed to accompany new Products and Service announcements.
- 75% or 50% saturation of Site or Channel for one week.
- E-mail blast and e-newsletter sponsorship during the same time period.

*Bottom line:* Everyone coming to FMLink and on our mailing list will know your big news.

### ◆ **Web Seminar Promotion Package**

*The most comprehensive, sure-fire way to promote your Web events.*

This program includes:

- Leaderboard or Medium Rectangle in the Topic of your choice.
- E-mail list rental.
- Newsletter sponsorship (Leaderboard or Medium Rectangle) for three weeks.

## Questions and Answers

Here are some of the questions most frequently asked by potential advertisers on FMLink:

### **Q1. I am already advertising through the big search engines such as Google—why do I need to do anything else?**

**A.** There are three answers to this question:

- a) If you have selected a specialized phrase for the search engine (e.g., "indoor air quality") and you are getting the right people to your Web site, these will be the people who already are interested in that topic. But there likely are many more FMs who would be interested in that topic *if they had only thought about it*. FMLink will drive those visitors to your site. For example, if you have a booth at a conference, you want to attract not only those who came into the exhibit hall to look specifically for you, but also those who just happened to see your display from the aisle as they were passing by your booth. In other words, you will benefit from both display and search ads.
- b) Did you know that only 20% of the visitors who see the pages with the paid ads on Google actually click on those ads? The remaining 80% clicks on the "organic" or free search results. Because FMLink has a Top Five "organic" ranking, these are the ones FMLink will attract for you.
- c) If you are paying a search engine a fee to be one of the top two or three sponsored ads for a specialized phrase, you likely are paying \$5 - \$10 for each person who clicks through to your site. Please give us a call and we'll be happy to show you how in most cases, you'll not only be paying less, but how the leads you get from FMLink will be even more targeted.

### **Q2. Why do I need to advertise online when I already have a great Web site?**

**A.** The short answer is, "To drive FMLink's audience of facilities managers to your Web site, ideally the ones who are most likely to understand and want your product or service, and who are in a position to order it." Surely, if everyone were already coming to your Web site, there would be no need for you to advertise anywhere, and no need to exhibit at trade shows. If you do need to attract more visitors, FMLink can do it most effectively. To amplify:

First, FMLink is uniquely positioned to attract your potential clients by being ranked highly in the top search engines; in fact, because of the "80% Google rule," we may very well have a better chance of attracting the people you want to your site, and at a much lower cost per qualified lead.

Second, to make sure that the people understand your product or service, FMLink offers a wide variety of advertising programs, so it's a matter of finding the right program for your company. For example, with the mini-page ad, you have an opportunity not only to describe your product or service, but to gear it to our FM audience, adding any customer education as needed. Once FMs understand your product or service, they can click through to your Web site.

#### **How Can I "Advertise" for Free on FMLink?**

Both the Marketplace and Sustainability directories on FMLink encourage free basic listings. You can start the process for both directory listings by going to the FMLink Home Page <http://www.fmlink.com> and clicking on *Advertise on FMLink* from the left green menu bar. You will see links for both directories.

The basic listings include your contact information and a very brief company description and link, but do not include a company logo or detailed description. All enhanced listings appear ahead of the basic listings.

To get a better idea of what you can expect out of the free, basic listing, see **Q4** on the next page.

Third, to ensure that the people find your ad, depending on the ad program you select, we give it many ways to be found on FMLink; for example, with the mini-page program, your company name will appear on every page of the FMLink site that relates to your business, thereby providing your company with the important benefit of corporate branding; also, your ad will be tied into our search engines. So even if an FMLink visitor isn't necessarily looking for your type of product or service, he or she will see your company name and be given every opportunity to "run into" it.

**Q3. We'd like to get a mini-page for a year, but that's a long time to try something in case it doesn't work. What assurances can you offer?**

**A.** Don't forget the guarantee that we offer with our mini-page. This will enable you to opt-out of the mini-page after six months for any reason, even if you have a one-year agreement. We also offer shorter terms, although we believe that an ad on FMLink usually takes six months to truly test. In case it helps, we also offer financing for the mini-page.

**Q4. We're thinking of going with the free Directory listing for a while, to see what that does. Is that a fair test?**

**A.** It is necessary to understand the way FMLink's subscribers use the site—most of them find the ads in ways *other* than through the Directory. That's because we give our enhanced placements so many ways to be found, right in the parts of the FMLink site that people access the most. While companies can be found through the Directory, that seems to happen only when readers are specifically looking for a certain type of company, and even then, they focus on ones that are Featured. Most FMLink visitors find the ads when they're reading editorial content on the site.

*One example, when placing an ad...* If you were to run an ad in the classified section of a hard-copy publication, do you feel it would generate the same response as a full-page ad somewhere in the body of the same publication? Of course not! What you need to do is find the best way to match your product or service to the programs that the publication offers.

**Q5. How does traffic from a company's news stories compare with the potential success of an advertisement on FMLink?**

**A.** In a nutshell, they do not necessarily relate at all—we have found seemingly low correlation between traffic from the news stories and traffic from advertising.

For example, one of our top-three advertising companies over the past five years has averaged over 200 click-throughs per month from its mini-page, yet that company has never had even one click-through from either its Marketplace Directory listing or any of its news stories that we have pub-

**Not All Click-Throughs Are Created Equal!**

- As more companies are able to identify the behavior of people who come to their Web sites (still far from an exact science!), they are concluding that the value of each click varies, depending on its source. Even on FMLink, click-throughs from the mini-page are much more likely to result in a sale than are those from other places on FMLink, as they can *send visitors directly to the deep content pages in the advertiser's Web site.*
- FMLink's new Channel-centric ad placements ensure that your ad will be seen by just the right audience for you.  
Just as important:
  - a) Yours will be one of only two ads on the page.
  - b) These ads will be above the fold (visible upon page loading).

*Bottom Line:* The days of calculating ad value by counting "cost per click through" may be numbered.

lished on FMLink. Another advertiser who sends us press releases every quarter or so gets a fair amount of traffic directly from their news stories, but their ad is just an average performer when it comes to generating traffic.

Our hypothesis as to why there is such low correlation is based on an analogy of companies that exhibit successfully at trade shows. In speaking with these companies, we learned that while some people come by their booths as a result of seeing an occasional news story about those companies, most of the visitors come for other reasons; furthermore, there are many companies who exhibit successfully, or so they say, without generating any press releases on a regular basis. So while the traffic-generating power for news stories is high, there are other methods that work just as well or better for many companies. It all depends on the product or service you sell, and what the news story has to say.

**Q6. What does it mean when someone says that not all measured click-throughs from the same link may come up with the same number?**

**A.** The short answer is, "Several things, depending...."

First, did the Web site report *unique click-throughs* or *total clicks*? Unique click-throughs are the number of different visitors that clicked on a link. Total clicks are the total number of times a link was clicked on, even if the same user clicked several times. For example, if three different people click ten times each on a link, there would be three unique click-throughs, but 30 total clicks. Both numbers are important: Unique click-throughs are an indication of the number of different people you are attracting, and eventually that will lead to the total number of sales; the total click-throughs are an indication of how interested each of those people are.

Second, does the number include "Spiders" and "Robots"? Spiders and robots are the (Web-crawling) programs that the search engines send to all Web sites to look at the type of information they contain on each of their pages; they also take all links from a Web site and go to wherever they may lead. This information gets "indexed" by the spiders and robots so that when one does a search, that search engine is able to find the results you want. Many analytic tools do not differentiate between the clicks made by spiders/robots and real people. Clearly, from a metrics perspective, an advertiser is interested in the clicks from the real people only. Some sites report the totals, while others filter out the spiders and robots. If they are not filtered out, the resulting number of clicks can be a number ten times higher that it should be!

Third, each tool has a slightly different basis to its calculations, which in turn will impact the results. For example, Google Analytics (a very popular free click-tracking program) does not count the same way as Web Trends, which is a very sophisticated tracking tool.

## Examples of FMLink's Mini-Page Program

With the **mini-page**, you may have as much text, as many graphics, and as many links back to your site as you need. And it all ties into FMLink's powerful search engines.

You even can insert a link to a YouTube movie.

The links may point to some of the "deep content pages" of your site.

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The Duro-Last prefabricated single-ply roofing system is ideal for virtually any commercial or industrial, flat or low-sloped application. The highly-reflective white membrane delivers real energy cost savings for building owners and managers. Extremely durable and easily installed without disruption to daily operations, the Duro-Last roofing system is also leak-proof, resistant to high winds, and virtually maintenance-free.

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**Specify the Proven Performer®**

Are you specifying high-quality roofing systems for your clients? The Duro-Last single-ply roofing system is a Proven Performer, with over a billion square feet installed all over North America. Duro-Last's reputation for quality stems from long-term, steady company ownership, a time-tested product formulation, and a highly-refined installation method that relies on dependable, authorized contractors.

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**Contractors**

**The Advantages of Being a Duro-Last Contractor**

With the Duro-Last roofing system, there is less material for contractors to inventory, less labor needed for installation, fewer callbacks, and it can be installed all year long. Less installation time and fewer hassles mean more profits.

Duro-Last provides the best contractor support, the best way for contractors to build their businesses, and the best roofing system value in the industry.

[Click here to learn more.](#)

**Duro-Last is The "World's Best Roof"®**

Duro-Last's custom-prefabricated, reinforced, PVC roofing system is ideal for any flat or low-sloped application. Extremely durable and easily installed by authorized contractors without disruption to daily operations, the Duro-Last single-ply roofing system is also leak-proof, resistant to chemicals, fire and high winds, and virtually maintenance-free. Over a billion square feet of the Duro-Last PVC roofing system membrane have been installed on all types of commercial, industrial, and institutional buildings throughout North America.

Prefabrication of Duro-Last's PVC roof membrane not only reduces the material waste associated with the installation of most rolled systems, it also eliminates 80-85% of the typical on-site, labor-intensive seaming required for other single-ply roofing systems. The Duro-Last roofing system also comes complete with all accessories included.

**Installed With No Disruptions**

Building occupants will hardly know a new roof is being applied, because installation is quiet and safe. Our PVC roof membrane is mechanically-attached to the deck; edges and vinyl roof components are heat-welded together to complete the watertight, monolithic roofing system installation. There are no loud machines, no hazardous materials, no noxious fumes, no hot tar, and no mess. Because it's made from lightweight vinyl, a new Duro-Last roofing system can often be installed over an existing roof without an expensive tear-off, virtually eliminating dust or falling debris that could interfere with building activities or damage sensitive equipment.

**Energy-Efficient**

PVC roofing systems make an important contribution to sustainable buildings, and Duro-Last is proud to be a leader.



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## FMLink Vision Statement

### *FMLink Principles and Practices*

*To serve the Facilities Management (FM) industry as its leading publication.* FMLink shall work diligently to be the industry's #1 source of FM news and content by providing facilities managers with a full-service information-based resource, along with relevant products and services that align with their interests.

*To be a leader in the field of Facilities Management.* FMLink strives to establish unique relationships with leading associations that impact facilities management. FMLink will leverage its large subscriber-base and strong content to help these organizations achieve their goals, through information-sharing with and running of industry surveys for these organizations.

FMLink's experienced staff of FM professionals shall provide subscribers and advertisers with the highest levels of honesty, integrity and customer service, focusing on enhancing the FM industry's knowledge base and supporting the FM profession.

FMLink operates on sound financial principles while always providing an open environment that fosters creativity, innovation, teamwork and professional growth.